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**Hei-Sei 9-138647**

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**(54) Name of the invention: Display Label for Mirror**

**(21) Filed Number: Application Hei-Sei 7-317048**

**(22) Filed Date: Hei-Sei 7 (1995) 11/13**

**(71) Patent Assignee: Yamaha Living Tec KK**

# JP 9-138647

*[Note: Names, addresses, company names and brand names are translated in the most common manner. Japanese language does not have singular or plural words suffix unless otherwise specified by numeral prefix or general form of plurality.]*

## **(54) [Name of the Invention]**

**Display label for Mirror**

## **(57) [Abstract]**

### **[Topic]**

To improve the aesthetic characteristics and the design characteristics of a display label, in a state where it is adhered to the mirror.

### **[Solution Measures]**

On both the front and the back surfaces 1a and 1b of a sheet body 1, the surface side decorative pattern layers 2, 2A, 2B, 2C and 2D, which comprise lettering (characters), graphics, etc., are applied. This sheet body 1 is adhered on the front surface of a mirror 10, which is comprised of a transparent glass plate 11, which has a silver covered surface 12 on its back surface.

### **[Scope of the Claims of the Invention]**

#### **[Claim 1]**

Display label for mirror, characterized by the fact that it is a display label for mirrors, that is adhered on the front surface of a mirror, which mirror is formed from a transparent glass plate that has a silver cover layer applied on its back surface,

and where this display label is formed by a sheet body, which has an adhesive layer adhered on its back surface;

and where on both the front and the back surfaces of the above described sheet body decorative patterning layer, formed from lettering, graphics etc., has been applied.

**[Claim 2]**

Display label for mirror, according to the above described Claim 1 of the present invention, that is characterized by the fact that the decorative patterning that has been applied on the back surface side of the sheet body is reversed relative to the same decorative patterning that has been applied to its front side surface.

**[Claim 3]**

Display label for mirror, according to the above described Claim 1 of the present invention, where the decorative patterning that have been applied on the front and the back surface side of the sheet body, are different.

**[Claim 4]**

Display label for mirror, according to the above described Claim 1, Claim 2 or Claim 3 of the present invention, where the colors of the decorative patterning that has been applied on the front and the back surfaces of the sheet body, are different.

**[Simple Explanation of the Invention]**

**[0001]**

**[Technological Sphere Pertinent to the Present Invention]**

The present invention is an invention, about a display label for mirror that is adhered on, for example, a mirror used as make up mirror, etc., and especially, it is an invention about a label where by applying a decorative patterning also on the back surface side of the sheet body, it is possible to improve the aesthetic characteristics and the design characteristics in a state where it is adhered to the mirror.

**[0002]**

## **[Previous Technology]**

In the case of mirrors used for make up, for example, in order to develop the sales and improve the advertisement results of the company that makes and sells them, on the corner part of the front surface of the mirror a display label, like a brand label etc., is adhered as a one point mark.

### **[0003]**

In the past, in the case of such type of display labels used for mirrors, a structure has been used where, as it is shown according to the presented in Figure 6 and Figure 7, on the front surface 1a of the sheet body 1, for example, the patterning 2, 2A, 2B, 2C (for example "ABC"), that consists of characters or letters and of graphics, etc., that represent the trade mark or brand name of the company that sells the mirror, is printed and applied, and also, on its back surface 1b, an adhesive layer 3, which is formed from an adhesive agent etc., is adhered together with a release paper 4.

### **[0004]**

Then, such a sheet body 1, as it is shown according to the presented in Figure 8, is adhered onto the corner part of the front surface of the mirror 10.

### **[0005]**

## **[Problem to be Solved by the Present Invention]**

However, in the case of the above described display label used for mirrors, that is manufactured according to the previous technology, especially, as it is shown according to the presented in Figure 9, because of the fact that the mirror 10 is formed from a transparent glass plate 11 and a silver covered surface 12, which has been applied to the back surface of this glass plate 11, there is the gap distance T, which corresponds to the thickness of the glass plate. And because of that, if the decorative patterning 2, 2A, 2B, 2C, which are on the front surface side 1a of the sheet body 1, that has been glued onto the front surface of the glass plate 11, are viewed by eyes E from a tilted direction from the top, the reflected by the silver covered surface 12, back surface 1b of the sheet body 1, passes through the glass plate 11 and is reflected, and because of that, as it is shown according to the presented in Figure 10, the patterning 2, 2A, 2B, 2C on the front surface side of the sheet

1 and the adhesive layer on the non-patterned back surface, are superimposed, and viewed. In that case, there has been the problem that it has been stated that the aesthetic and design characteristics have been lowered.

[0006]

The goal of the present invention is to suggest a display label for mirrors where it is possible to improve the aesthetic characteristics and the design characteristics in a state where it is adhered to the mirror.

[0007]

### **[Problem Solution Measures]**

In order to solve the above described problem, the present invention has a structure such that it is a display label for mirrors, that is adhered on the front surface of a mirror, which is formed from a transparent glass plate that has a silver cover layer applied on its back surface, and that is formed by a sheet body, which has an adhesive layer adhered on its back surface; and where on both the front and the back surfaces of the above described sheet body decorative patterning layer formed from lettering, graphics etc., has been applied.

[0008]

### **[Practical Embodiment Conditions of the Present Invention]**

Here below, the practical embodiment conditions of this present invention will be explained in more details by elucidating the figures presented in Figures 1 through 5. Moreover, for these practical embodiment conditions of the present invention, the explanation is made by using the same symbols for the parts that for the structure of the item manufactured according to the previous technology, which is shown according to the presented in Figures 6 through 10.

[0009]

Figure 1 and Figure 1 are figures that show a display label for mirrors according to the present invention where, the same way as in the case of the

structure according to the previous technology, which is presented in Figures 6 and 7, on the front surface 1a of the sheet body 1, decorative patterning 2, 2A, 2B, 2C (for example, "ABC") that is formed from characters (lettering) or graphics, like for example the trade mark or the brand of the company selling these mirrors, is printed and applied, and on the other hand, on its back side surface 1b, the adhesive layer 3, which is formed from an adhesive agent etc., is adhered together with a release paper 4.

#### [0010]

Then, in the case when on the back surface 1b of the above described sheet body 1, as it is shown according to the presented in Figure 3, there is the patterning 21, 21A, 21B, 21C that it is printed and applied so that it has such a structure that when it is exposed by peeling off the above described release paper 4 it is the same as the above described patterning 2, 2A, 2B, 2C, on the front side surface, and in reverse, and because of that in this case, the above described adhesive layer 3, becomes formed from a transparent adhesive layer etc., layer.

#### [0011]

Namely, according to the present invention, by advantageously using the above described structure, as it is shown according to the presented in Figure 4, if, at the time when the release paper 4 of the sheet body 1, is peeled off, and the display label is adhered onto the corner part of the front surface of the mirror 10, the decorative patterning 2, 2A, 2B, 2C on the front surface 1a of the sheet body 1 is viewed by the eye E for example from the top at a tilted angle, the reflected on the silver covered surface 12, decorative patterning 21, 21A, 21B, 21C, that are exposed on the side of the back surface 1b of the sheet body 1, pass through the glass plate 11, and are reflected, and, by that, as it is shown in the presented in Figure 5, the decorative patterning 2, 2A, 2B, 2C, which are on the front surface side of the sheet body, and the decorative patterning 21, 21A, 21B, 21C, which are on the back surface side, become the same patterning, and they are viewed as they are superimposed, and because of that, the aesthetic characteristics and the design characteristics are improved over those according to the previous technology.

#### [0012]

Moreover, according to this practical embodiment condition of the present invention, an explanation has been provided of an example case where on the back surface side 1b of the sheet body 1, the patterning 21, 21A, 21B and 21C, that are the same as the decorative patterning 2, 2A, 2B, 2C, have been applied in reverse, however, the present invention is not limited to that case, and it is a good option if the decorative patterning is such that, for example, the contents displayed by the decorative patterning 2 and 21 on both the front and the back surfaces of the sheet body 1, are mutually different, also, the case where the information displayed on the back surface is different from the content on the front surface, or the case where the colors of the decorative patterning 2 and 21 that are applied on these front and the back surfaces of the sheet body, are different, and the decorative patterning can be freely selected from those.

[0013]

#### **[Results from the Present Invention]**

As it is clear from the explanation that has been described here above, in the case of the display label for mirrors according to the present invention, because of the fact that on both the front and the back surfaces of the sheet body, decorative patterning comprised of characters, graphics, etc., is applied, in the state when this label is then adhered on the front surface of a mirror which is formed from a transparent glass plate, whose back surface has been covered by a silver layer, if the decorative patterning on the front surface side of the sheet body is viewed at a tilted angle, it can be viewed as it is superimposed with the back surface side decorative patterning that is reflected on the silver covered surface of the mirror, and by that, it is possible to improve the aesthetic characteristics and the design characteristics over those according to the previous technology.

#### **[Brief Explanation of the Figures]**

**[Figure 1]**

Figure 1 represents a front view diagram showing the practical embodiment condition of a display label for mirrors according to the present invention.

**[Figure 2]**

Figure 2 represents an expanded sectional view diagram showing the essential parts for the practical embodiment condition of a display label for mirrors according to the present invention.

[Figure 3]

Figure 3 represents a back plane view diagram showing the practical embodiment condition of a display label for mirrors according to the present invention, in the state where the release paper has been peeled off.

[Figure 4]

Figure 4 represents the practical embodiment condition of a display label for mirrors according to the present invention, and it is an explanation diagram for the optics of the decorative patterning on the front and the back surface side of the sheet body, in the state where it has been adhered to the mirror.

[Figure 5]

Figure 5 represents the practical embodiment condition of a display label for mirrors according to the present invention, and it is an explanation diagram for the optics of the decorative patterning on the front and the back surface side of the sheet body, in the state where it has been adhered to the mirror.

[Figure 6]

Figure 6 represents a front view diagram of a display label used for mirrors according to the previous technology.

[Figure 7]

Figure 7 represents an expanded sectional view diagram showing the essential parts according to the previous technology.

[Figure 8]

Figure 8 represents an explanation diagram in the case according to the previous technology, where the label has been adhered to the mirror.

[Figure 9]

Figure 9 represents the previous technology, and it is an explanation diagram for the optics of the decorative patterning on the front and the back surface side of the sheet body, in the state where it has been adhered to the mirror.

[Figure 10]

Figure 10 represents the previous technology, and it is an explanation diagram for the optics of the decorative patterning on the front and the back surface side of the sheet body, in the state where it has been adhered to the mirror.

**[Explanation of the Symbols]**

- 1.....sheet body
- 1a.....front surface
- 1b.....back surface
- 2, 2A, 2B, 2C.....front surface side decorative patterning
- 21, 21A, 21B, 21C.....back surface side decorative patterning
- 3.....adhesive layer
- 10.....mirror
- 11.....glass plate
- 12.....silver covered surface

**Patent Assignee: Yamaha Living Tec. KK.**

*Translated by Albena Blagev ((651) 735-1461 (h), (651) 704-7946 (w))*

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**(71) Patent Assignee: Yamaha Living Tec KK**

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G 09 F 3/02			G 09 F 3/02	W
A 47 G 1/00			A 47 G 1/00	F
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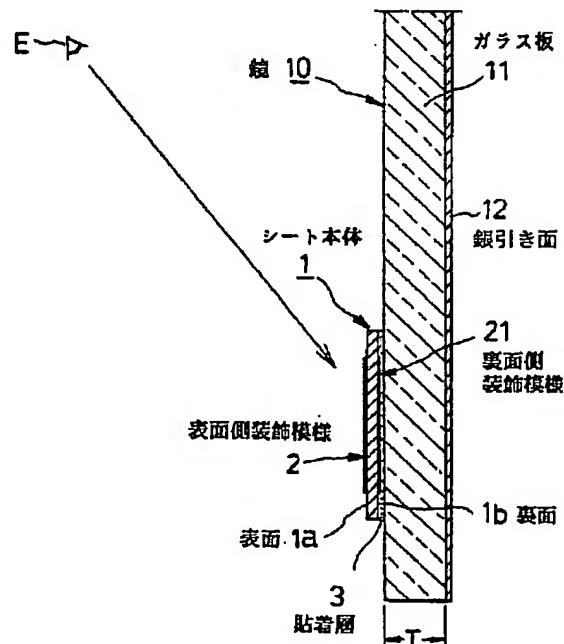
(74) 代理人 弁理士 秋元 輝雄

(54) 【発明の名称】 鏡用表示ラベル

(57) 【要約】

【課題】 鏡への貼着状態における美観性及び意匠性を高める。

【解決手段】 シート本体1の表裏両面1a, 1bに文字・図形等からなる表面側装飾模様2, 2A, 2B, 2C及び裏面側21, 21A, 21B, 21Cを施す。このシート本体1を、裏面に銀引き面12が施された透明なガラス板11からなる鏡10の表面に貼着する。



## 【特許請求の範囲】

【請求項1】裏面に銀引き面が施された透明なガラス板からなる鏡の表面に貼着され、かつ裏面に貼着層が付着されたシート本体からなる表示ラベルにおいて、

前記シート本体の表裏両面に文字・図形等からなる装飾模様を施したこととする特徴とする鏡用表示ラベル。

【請求項2】シート本体の裏面側に施される装飾模様を、その表面に施された同一装飾模様に対して反転させたことを特徴とする請求項1に記載の鏡用表示ラベル。

【請求項3】シート本体の表裏両面に施される装飾模様を互いに異ならせたことを特徴とする請求項1に記載の鏡用表示ラベル。

【請求項4】シート本体の表裏両面に施される装飾模様の色彩を互いに異ならせたことを特徴とする請求項1, 2または3に記載の鏡用表示ラベル。

## 【発明の詳細な説明】

## 【0001】

【発明の属する技術分野】この発明は、例えば化粧用鏡等に貼着される鏡用表示ラベルに関し、特に、シート本体の裏面にも装飾模様を施すことにより、鏡への貼着状態における美観性及び意匠性を高めるようにしたものである。

## 【0002】

【従来の技術】化粧用鏡には、例えば自社商品の販売促進及び宣伝効果を高めるために、鏡の表面隅部にブランドラベル等の表示ラベルを意匠的なワンポイントマークとして貼着している。

【0003】従来、この種の鏡用表示ラベルにおいては、図6及び図7に示すように、シート本体1の表面1aに、例えば商標や銘柄等の自社商品を表示する文字・図形等からなる装飾模様（例えば「ABC」）2, 2A, 2B, 2Cが印刷にて施されている一方、その裏面1bには、粘着剤等からなる貼着層3が剥離紙4と共に付着されている。

【0004】そして、このようなシート本体1は、図8に示すように、剥離紙4を剥がすことにより、鏡10の表面隅部に貼着されるようになっている。

## 【0005】

【発明が解決しようとする課題】しかしながら、上記した従来構造の鏡用表示ラベルにあっては、特に、図9に示すように、鏡10が透明なガラス板11と、このガラス板11の裏面に施された銀引き面12とで形成されていると、ガラス板11の厚さに応じた距離間隔Tを有することから、ガラス板11の表面に貼着されたシート本体1の表面1a側の装飾模様2, 2A, 2B, 2Cを、例えば斜め上方から眼Eで見ると、銀引き面12に反射したシート本体1の裏面1b側がガラス板11を通して映るために、図10に示すように、シート本体1の表面側装飾模様2, 2A, 2B, 2Cと無模様の裏面側貼着層3とが重り合って見えてしまい、美観性及び意匠性を

低下させるという問題があった。

【0006】この発明の目的は、鏡への貼着状態における美観性及び意匠性を高めることができるようにした鏡用表示ラベルを提供することにある。

## 【0007】

【課題を解決するための手段】上記した課題を解決するために、この発明は、裏面に銀引き面が施された透明なガラス板からなる鏡の表面に貼着され、かつ裏面に貼着層が付着されたシートからなる表示ラベルにおいて、前記シートの表裏両面に文字・図形等からなる装飾模様を施してなる構成としたものである。

## 【0008】

【発明の実施の形態】以下、この発明の実施の形態を図1から図5に示す図面を参照しながら詳細に説明する。なお、この発明の実施の形態において、図6から図10に示す従来構造のものと構成が重複する部分は同一符号を用いて説明する。

【0009】図1及び図2は、この発明に係る鏡用表示ラベルを示すもので、図6及び図7に示す従来構造と同様に、シート本体1の表面1aには、例えば商標や銘柄等の自社商品を表示する文字・図形等からなる装飾模様（例えば「ABC」）2, 2A, 2B, 2Cが印刷にて施されている一方、その裏面1bには、粘着剤等からなる貼着層3が剥離紙4と共に付着されている。

【0010】そして、前記シート本体1の裏面1bには、図3に示すように、前記表面装飾模様2, 2A, 2B, 2Cと同一な装飾模様21, 21A, 21B, 21Cが前記剥離紙4を剥がすことにより表出するように反転させて印刷にて施してなる構成を有するもので、この場合、前記貼着層3は、透明な粘着剤等の層からなっている。

【0011】すなわち、この発明は、上記の構成を採用することにより、図4に示すように、シート本体1を剥離紙4を剥がして鏡10の表面隅部に貼着した際に、シート本体1の表面1a側の装飾模様2, 2A, 2B, 2Cを、例えば斜め上方から眼Eで見ると、銀引き面12に反射したシート本体1の裏面1b側に表出する装飾模様21, 21A, 21B, 21Cがガラス板11を通して映り、これによって、図5に示すように、シート本体1の表面側装飾模様2, 2A, 2B, 2Cと裏面側装飾模様21, 21A, 21B, 21Cとが同一模様となって重り合って見えるために、従前のものよりも美観性及び意匠性を高める。

【0012】なお、この発明の実施の形態において、シート本体1の裏面1bに、表面装飾模様2, 2A, 2B, 2Cと同一な装飾模様21, 21A, 21B, 21Cを反転させて施した例を挙げて説明したが、これに限定されず、例えばシート本体1の表裏両面に施される装飾模様2, 21による表示内容を互いに異ならせ、表面の内容とは別的情報を裏面に表示するようにしたり、あ

るいは、それら表裏両面に施される装飾模様2、21の色彩を互いに異なるようにしても良く、それらの選択は任意である。

## 【0013】

【発明の効果】以上の説明から明らかのように、この発明の表示ラベルは、シート本体の表裏両面に文字・図形等からなる装飾模様を施してなることから、裏面に銀引き面が施された透明なガラス板からなる鏡の表面に貼着した際、シート本体の表面側装飾模様を斜めから見ると、鏡の銀引き面に反射した裏面側装飾模様を表面側装飾模様と重ねて見ることができ、これによって、従前のものよりも美観性及び意匠性を高めることができる。

## 【図面の簡単な説明】

【図1】この発明に係る鏡用表示ラベルの実施の形態を示す正面図。

【図2】同じく要部拡大断面図。

【図3】同じく剥離紙を剥がした状態における裏面

図。

【図4】同じく鏡への貼着状態におけるシート本体表裏面の装飾模様の光学上の説明図。

【図5】同じく鏡への貼着状態におけるシート本体表裏面の装飾模様の光学上の説明図。

【図6】従来の鏡用表示ラベルの正面図。

【図7】同じく従来の要部拡大断面図。

【図8】同じく従来の鏡への貼着状態の説明図。

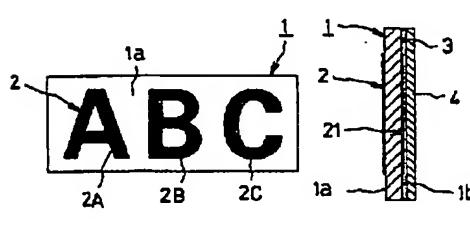
【図9】同じく従来の鏡への貼着状態におけるシート本体表裏面の装飾模様の光学上の説明図。

【図10】同じく従来の鏡への貼着状態におけるシート本体表裏面の装飾模様の光学上の説明図。

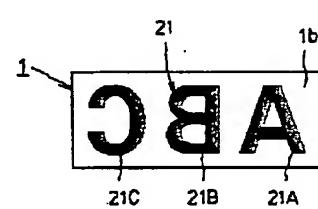
## 【符号の説明】

1……シート本体、1a……表面、1b……裏面、2、2A、2B、2C……表面側装飾模様、21、21A、21B、21C……裏面側装飾模様、3……貼着層、10……鏡、11……ガラス板、12……銀引き面。

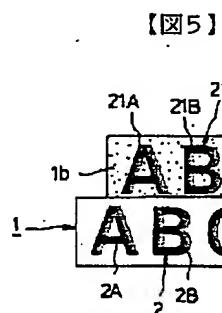
【図1】



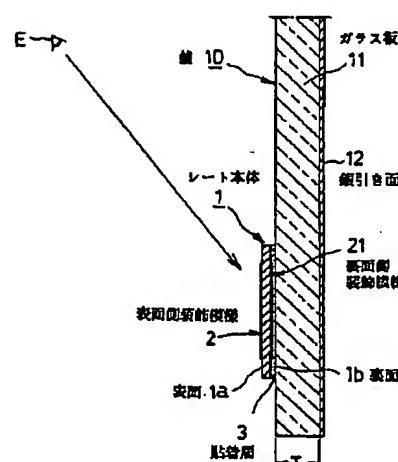
【図2】



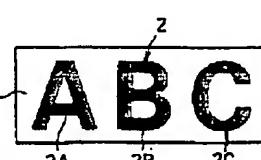
【図3】



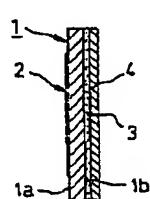
【図4】



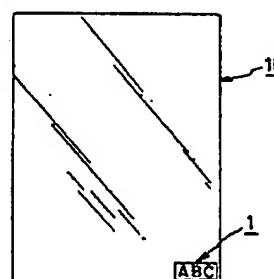
【図6】



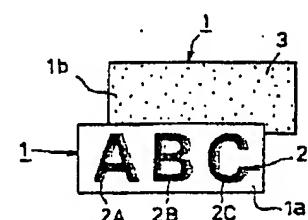
【図7】



【図8】



【図10】



【図9】

